



MINNESOTA VIKINGS

NEWS RELEASE

9520 Viking Drive • Eden Prairie MN 55344 • www.vikings.com

FOR IMMEDIATE RELEASE

SEPTEMBER 25, 2009

VIKINGS ANNOUNCE NEW GATE-SIGNAGE PARTNERSHIPS WITH CARIBOU COFFEE AND THE MINNESOTA ARMY NATIONAL GUARD

Eden Prairie, MN – The Minnesota Vikings have agreed to new partnerships with Twin Cities-based **Caribou Coffee** and the **Minnesota Army National Guard**. The partnerships, which include new Vikings-themed gate signage at Gate F and Gate H of the Hubert H. Humphrey Metrodome, **will be presented this morning at 10:00 a.m. from Gate F of the Metrodome.**

Each of the partnerships is designed to further enhance the game-day experience for Vikings fans. Beginning with the Vikings home opener against the San Francisco 49ers this Sunday, September 27, Vikings fans will be able to enjoy Caribou Coffee, the “Official Coffee of the Minnesota Vikings,” both in the stadium and at the pre-game Party on the Plaza. Along with the many activities already taking place on the plaza, fans will also have an opportunity to check out official National Guard armored vehicles and meet some of Minnesota’s own soldiers at Gate H of the Metrodome before the game.

Both partnerships will be highlighted by 2,000-square-foot signs - produced by **Sign A Rama**, the Preferred Sign Company of the Vikings - that will be prominently displayed outside of Gate F (Caribou Coffee) and Gate H (Minnesota Army National Guard) at the Metrodome.

“We’re proud to welcome Caribou Coffee and the Minnesota Army National Guard as new partners of the Vikings, and we’re thrilled to be working with these two prominent Minnesota organizations,” said Vikings VP of Sales and Marketing and Chief Marketing Officer **Steve LaCroix**.

Officials from the Vikings, Caribou Coffee and the Minnesota Army National Guard will be available for comment at Gate F of the Metrodome at 10:00 a.m. today. Cameras are invited to capture images of the gate signage. For more information on the announcement, please contact Vikings Assistant Director of Public Affairs **Jeff Anderson** at 952.828.6570.

www.vikings.com